

# Muhammad Saad

Senior Product Designer

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## SUMMARY

I am an end-to-end digital product designer specializing in full-stack design roles across web, mobile, and desktop platforms. By leveraging data-driven insights and product analysis, I enhance user retention and optimize the overall experience, seamlessly blending design and analytics to deliver impactful results.

## EXPERIENCE

APIMatic.io | Senior Product Designer

2020 - PRESENT

- ◆ Led UX/UI design as a DX Designer for the Developer Experience Portal, increasing user retention by **73.33%** and improving onboarding completion rates by **30.38%**. Leveraged data-driven insights from **Mixpanel** and **Microsoft Clarity** to enhance user engagement, serving global developers and enterprise clients like **PayPal, Worldpay, Verizon, Foxit, Maxio, FortisPay, Boku, ThoughtSpot, GreenByte, PostNL**, and **PayQuicker** across 178+ countries.
- ◆ Collaborated with the product team to enhance user experiences through **data-informed** wireframes, high-fidelity mockups, and a comprehensive **Atomic Design System**. The system included design tokens, components, theming, behaviors, accessibility criteria, and use case guidelines, applied across the **API Copilot(AI), Analytics Dashboard, API Editor, Developer Experience Portal, SDK Widget, Code Validator, and Guided Walkthroughs**.

Synergy-IT | Senior UX Designer

2018 - 2020

- ◆ Improved the onboarding experience and user interface for SpeekIO, increasing user activation rates by **25%** and reducing onboarding time by **15%** through streamlined UX/UI design.
- ◆ Created a scalable design system for the CubiVue mobile app product, resulting in **30%** faster design-to-development handoffs and enhanced visual consistency across the app.
- ◆ Delivered high-quality HTML+CSS for enterprise web portals, boosting cross-browser compatibility and reducing QA issues by **20%** in an agile environment.
- ◆ Collaborated with developers to implement SaaS web apps, achieving a **25%** improvement in design accuracy and a **10%** reduction in development time.

Ibex Group of Companies | Apps Design Specialist

2017 - 2018

- ◆ Designed and delivered user interfaces for mobile apps (Android, iOS) and web platforms, resulting in a **20%** increase in user satisfaction scores and improved cross-platform consistency.
- ◆ Developed concept design documents, wireframes, and mockups for multiple app products, accelerating the design approval process by **30%** and ensuring seamless collaboration in an agile environment.

## SKILLS

Design Strategy | Design Thinking | Design Systems | Interaction Design (IxD) | User-Centered Design (UCD) Prototyping | Usability Testing | Responsive Design | Figma | Adobe XD | HTML/CSS | Bootstrap | WordPress Microsoft Clarity | Mixpanel | Autopilot | HubSpot | Research | API Documentation Design | Agile/Scrum | GitHub

CERTIFICATIONS

The Interaction Design Foundation

Design Thinking: The Beginner's Guide | Human-Computer Interaction HCI | UI Design Patterns for Successful Software | Mobile UX Design | Information Visualization: Getting Dashboards Right | Dynamic User Experience: Design and Usability | The Ultimate Guide to Visual Perception and Design